

Saturday
January 25, 2025
10 a.m. - 4 p.m.



DeVos Place
303 Monroe NW
Grand Rapids

Increase your visibility in West Michigan as an exhibitor or sponsor with direct access to your target audience. Introduce your business, sell your products and services, and meet face-to-face with parents, expecting parents, grandparents, and children of all ages.

New owners, same great event .

The Mental Health Foundation of West Michigan purchased the expo from Kohler Expos, Inc. in 2023. As a nonprofit organization focused on the overall mental health and wellbeing of individuals of all ages, it was a great fit! This family-focused community event is a hands-on, face-to-face opportunity to market your products and services through a captive audience consisting of multigenerational attendees.

- Promote your products and services
- Increase your exposure and profits
- Build brand loyalty and awareness
- Provide hands-on demonstrations
- Build relationships with parents and families
- Distribute samples and promotional materials
- Sell directly to your target market
- Build your database and expand your connections
- Show your commitment to family wellness

Exhibit Space Rates

10'x10' Inline Booth
\$750
10'x10' Corner Booth
\$850

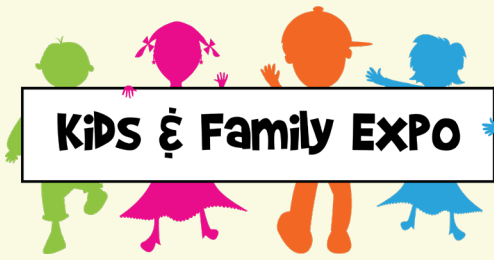
Sponsorships

title | \$10,000
presenting | \$5,000
entertainment
\$4,000 | \$2,000
resilience | \$1,500

Move-In Date

Friday, January 24th
12 p.m. - 4 p.m.





Sponsorship Opportunities

DeVos Place: 303 Monroe NW, Grand Rapids
Saturday, January 25, 2025 10 a.m. - 4 p.m.

title sponsor
\$10,000

- Recognition on a local TV station and all marketing/advertising/promotional materials
- The [company title] be nice. Empowerment Stage
- 60 complimentary tickets to the Expo
- All of the benefits of a **presenting sponsor**

SOLD!

presenting sponsor
\$5,000

- **Presenting Sponsor of the Empowerment Stage**
- Logo inclusion on postcards distributed to local schools (over 30,000)
- Exhibit space includes electricity, tables, and chairs
- 20 complimentary tickets to the expo
- Recognition in event marketing, on social media and event pages
- PA Mentions during the Expo
- Website exposure including a hyperlinked logo

entertainment sponsor

Level 1: \$4,000
Level 2: \$2,000

Host an Attraction at the Expo!

- Designated space for your chosen attraction.
- Recognition in event marketing, on social media and event pages
- Company exhibit space includes table and chairs
- 10 complimentary tickets to the expo
- Website exposure including logo and hyperlink

\$4,000

Choose an Attraction**:

Inflatable Attractions: Obstacle Course **SOLD!** or 3:3 Basketball Challenge

Family Petting Zoo, Art Zone & Mini Horses

\$2,000

Choose an Activity**:

- Small Bounce Houses
- Face Painting
- Toddler Zone **SOLD!**
- LEGO Build Area

- Bucket Bonanza
- Green Thumb Zone
- Lincoln Log Build
- Balloon Twisting
- be nice. Mission Activity
- Cake Walk

**Attractions & Activities are subjected change

resilience
\$1,500

- Designated section for informational material at resource library
- Optional space for a table display
- 6 Complimentary Tickets to the expo for your use
- Social media post on show and event pages
- Recognition in event marketing emails
- Website exposure including a hyperlinked logo

We are a 501(c)3, and all contributions are tax-deductible to the extent allowed by the law.

exhibitor
\$750

nonprofit rate
\$500

- Promote** your products and services
- Increase** your exposure and profits
- Build** brand loyalty and awareness
- Provide** hands-on demonstrations
- Build Relationships** with parents and families
- Distribute** samples and promotional materials
- Sell** directly to your target market
- Build** your database and expand your connections
- Meet** your key audience in an entertainment setting

Note:

Exhibitors and Sponsors will be invoiced within 30 days of submitting the application.

Space includes:

- Pre-show Exhibitor Handbook
- 8' Back Drape and 3' Side Drapes
- On-site Exhibitor Check-in Booth and ID Number
- Exhibitor Badges for Show Staff
- Security Services and On-Site Show Office

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Need more space?
add \$100
for a corner booth

